

DETERMINANTS OF CONSUMER SAFETY PRACTICES IN THE MOTOR VEHICLE REPAIR AND SERVICE INDUSTRIES

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Abstract

The increase in the number of registered vehicles and the number of licensed drivers over the years has resulted in high demand for the motor vehicle repair and service industry in Malaysia. The objective of this study is to examine the determinant factors of consumers' safety practices in this industry. A total of five hundred respondents in the Klang Valley were chosen through multistage random sampling. Multiple regressions analysis is used to identify the factors that contributed to the consumer safety practices. The factors include demographic background of gender and education level, worry about accident risk and safety priority. The results show that safety priority is the strongest predictive factor in safety practices. Thus, this study suggests that for policy implication where the respective bodies should inculcate safety practices to all consumers irrespective of their gender and education through the formal or informal community programme. These findings will support the suggestion to consumer movements and the government in order to educate consumers to be responsible for putting safety as a priority in choosing the better workshop for repair and services their motor vehicle in the future. Key words: worry, safety priority, motor vehicle repair, safety practices

Thus, this study suggests that for policy implication where the respective bodies should inculcate safety practices to all consumers irrespective of their gender and education through the formal or informal community programme. These findings will support the suggestion to consumer movements and the government in order to educate consumers to be responsible for putting safety as a priority in choosing the better workshop for repair and services their motor vehicle in the future. Key words: worry, safety priority, motor vehicle repair, safety practices

Introduction

An increasing number registered of motor vehicles in Malaysia clearly shows that repair and maintenance of motor vehicles industry is growing every year (Road Transport Department, 2013). However, despite the alarming progress in this industry, there are concerns about the consumers' safety as a result of the defective services provided by service providers (Elistina & Naemah, 2011). The effect of this problem can lead to road accidents and cause danger to other road users. The issue of unsafe services has been raised since the 1900s where this issue was highlighted by Ralph Nader, the prominent figure in consumer movement, in his publication of 'Unsafe at Any Speed'. Nader had exposed in his publication

about the practices and attitudes of vehicle manufacturers which ignored safety features on vehicle construction and maintenance resulting in the number of deaths from car accidents. However, due to the past study by Nader, the Royal Malaysian Police (2013) report can be related, which stated that the various causes of accidents include the structural conditions of the road, the driver's own negligence and the failure of vehicles maintenance before travelling. Therefore, there is need to generate the issues of safety practice in motor vehicle maintenance at workshop among consumers, especially in term of gender and education, safety priority and worry factors. Consumers' problems in this industry can also be portrayed from the statistics of the Tribunal for Consumer Claims which indicates that the number of complaints related to workshops had reached a total of 335 cases in 2012 and 254 cases in 2013 which was the fourth highest of complaints (Consumer Claims Tribunal, 2013). It is also consistent with the statistics released by the National Consumer Complaints Centre (2013) which shows that 20.8 percent of consumers' complaints are related to motor vehicle including its maintenance. This is because motor vehicles have become one of the essential possessions of consumers. One of the complaints received was that the workshop failed to give clear information before repairing the vehicle, which should include information on the parts that the workshop has replaced without getting prior approval from the vehicle owner. In addition, there are cases where consumers had to send his vehicle five times to the same workshop for repair works but still continue to suffer the same problems, and the repair costs still need to be paid even though the consumers were unsatisfied with the repair services (Consumer Claims Tribunal, 2013). However, the consumers

are always in a weak bargaining position compared to the service providers since they lack technical expertise and knowledge on vehicle maintenance; resulting them to not making the best and correct decision regarding their motor vehicle maintenance (Elistina and Naemah, 2010).

On the issue of imitation and counterfeit parts, about 60 percent of counterfeit vehicle parts had been confiscated by the Enforcement Division, Ministry of Domestic Trade, Cooperatives and Consumerism (KPDNKK) for the past five years where these vehicle spare parts were imported from foreign countries, especially from China. Examples of these parts are gripping brakes, shock absorbers and light and engine oil where these parts are unsafe and do not meet quality standards as prescribed by law. According to the statistics by KPDNKK, the confiscation of counterfeit parts from 1 January 2006 to 30 November 2010, numbered 62 cases and amounted to a seizure value of more than RM9.8 million (KPDNKK, 2013). In addition, according to the statistics issued by Computerized Vehicle Inspection Centre (PUSPAKOM), the vehicle inspection centre shows that the number of vehicles which failed to change the owner because of the 'cut and join' cases continue to rise to more than 20 percent from 274 cases in 2008 to 334 cases in 2009, while the number of vehicles which failed the inspection in PUSPAKOM in the first three months of 2010 amounted to 188 vehicles (PUSPAKOM, 2013).

Therefore, the above statistics show that consumers experience difficulties and face various problems related to safety in the motor vehicle repair industry. The issue of safety is seen as an important aspect affecting consumers. Thus, this study is undertaken to gauge the viewpoints of consumers to

identify the determinants of consumers' safety behavior in the motor vehicle repair and service industry. Factors such as differences in demographic background (gender and education background) and safety priorities and worries are examined to see their relationship with consumers' safety behavior in this industry.

Literature Review

Developing consumer behavior that lead to safety practices is very important to portray the level of capability among consumers so that they can safeguard their rights when dealing with traders (Brue, 1999). There are many studies which explore the issue of safety among consumers as well as traders. Practices is how an individual make plans to use time according to the similar patterns that have been done repeatedly which reflects one's behavior or continuous involvement under certain circumstances (Hyness, 2000). Safety practices is a situation where consumers feel with empowerment, being wise, informative, proactive, responsible, able to influence trader or supplier's activities as well as being aware towards actions and behavior that can affect social and economy nation (National Consumer Policy, 2013).

There was a study done by Redhwan and Karim(2010)with respect to road safety. The aim of the study was to assess consumers' practices against traffic regulations and the perception towards accidents risks while on the road. They see the relationship between attitudes and practices and found that that the respondents have negative attitudes and practices by not abiding to the rules and laws. This negative attitude is a factor that predicts their practices while driving and by not obeying the rules and

laws of the road leads to a high accident risk to them and other road users. Previous studies mostly touch on the issues of food safety and road safety, but does not relate to the safety during maintenance of the motor vehicles. Therefore, it is necessary to explore the consumers' practices in the industry and identify its determinants.

The determinant factors of consumers' safety practices

Demographic

Demographic background is one factor that determines on how an individual behave and react. Many researchers such as DeJoy (1992), Eiksund (2009), Hoseth and Rundmo (2005), Iversen and Rundmo (2004), Sivak, Soler, Trankie and Spagnhol (1989) as well as Yagil (1998) found that demographic factors are strong determinants of safety behavior.

Gender and education

Nordfjaern, Jorgensen and Rundmo (2010) pointed out that gender differences have a significant influence on the individual practices in protecting themselves from any accident risk. Although there is no specific study on gender differences related to motor vehicle repair and maintenance industry, many previous empirical studies explored the relationship between gender and safety practices among consumers. A study by Buss (2004) found that men were more willing and inclined to take risks compared to women. Similarly, a study by Yagil (1998) found that female drivers were more careful as compared to male drivers. In addition, he also concluded in his findings that men have more negative driving practices and inclined to violate the traffic rules more than women who

were more safety conscious. In addition, a research by Lund and Rundmo (2009) also showed gender differences among respondents in two different locations in Norway and Ghana. The results of the study in Norway found that male drivers were more towards risk takers compared to female drivers. While in Ghana, the results of the study found that there was no significant difference between genders relating to safety practices among motorists.

Previous studies also show that education level is a factor influencing the practice of an individual to avoid any risk among consumers. For example, a study by Shinar, Schechtman and Compton (2001) found that different levels of education background influenced road safety practices, particularly in the use of seat belts as a safety measure. Studies show that the higher the education level, the better their safety practices. This is because the educational differences will affect individual's perception towards risks as specified by Slovic (1999) in his research related to food safety. Those who have a higher level of education are more aware and know about the risks of additives and pesticides in food than people with low education.

The above literature focus specifically on gender and education differences relating to the issue of safety. Therefore, it is important to investigate whether gender is a predictor in safety practices among consumers.

Worry about accident risk

Many studies have been focused to the factor of worry that affect the individuals action to protect themselves from any risk. For example, Sjoberg (1998) stated that the feeling of worry will affect a person's inner emotions and this feeling later can

be expressed through their conducts that mitigate these risks. This means, that worry is the situation where an individual is aware about the risks and will be more conscious about his safety and thus will take necessary precaution to protect himself. According to Sjoberg (1998) again, someone who worry over risks will feel afraid of something negative, causing them to react in reducing these risks. Berry (2004) in his study also noted that different individuals have different levels of anxiety and response to these concerns also, and varies according to factors such as culture, personality and past experience.

Carver and Scheier (2000) also have determined the association between worry and personality, in which personality describes the individual patterns of practice, their thoughts and feelings. There are also previous empirical studies that determine the relationship between worry and risk control in which the individual is inclined to do something to mitigate dangerous risks if they feel worried. For example, Myers and Henderson (1997) found that worry is closely related to one's actions to reduce risks by continuing to safeguard their personal safety. This finding was also supported by Bouyer, Bagdassarion, Chaabanne and Mullet (2001) in their study where the anxiety or worry were categorized as an individual's personality traits and will become important factors to minimize any harmful practices especially in relation to road safety. Barnett and Breakwell (2001) stated that the consumers' perception towards risk is influenced by the experience of the individual against the impact of those risks on them. This situation will affect the psychology of the individual to feel anxious and subsequently this will lead to good safety practices among consumers.

Thus, worry is an important factor in influencing the safety practices among consumers and should be further explored to determine its association with safety practices in the motor vehicle repair and service industry. This is because previous studies focused mainly on food and road safety.

Safety priorities

Safety priorities refer to the situation of how individuals are willing to focus on the safety and health as confirmed by Moen (2007). There are many previous studies that looked at the relationship between safety priorities and safety practices. Among them is the study by Rundmo and Hale (2003) which looked at the safety priorities and its association with individual safety practices in reducing the risk of accidents and unsafe situations at the workplace among managers in organizations. They had concluded that the safety priorities are associated with the accident prevention practices at the workplace. Rundmo and Moen (2009) have conducted a study among drivers and found that safety priorities are closely linked with the drivers' safety practices that prevent the risks from happening. They claimed that the professional drivers who have a higher level of safety priorities due to their values obtained from training will act positively to mitigate risk compared to unprofessional drivers who had a lower level of safety priorities.

Previous studies conducted by Lee, Geismer, Lewis, Neighbors and Larimer (2007), and Rundmo (1996) had examined the relationship between attitude and safety priorities. Individuals' safety priorities have been seen through how individuals make their judgment about their safety and their willingness to take such risks. In addition, Zohar (1980) and Holmes (1997)

also explored safety priorities among workers by taking into account the causes of accidents (fatalism and the belief in accident prevention), safety status, risk perception and commitment to safety, where all these aspects in safety priorities affect their personal safety. Studies show that the cause of the accident (fatalism) and trust in the prevention of accidents, employees' commitment in safety and involvement of management will improve their safety priorities and subsequently will lead to good safety practices. Therefore, safety priority is an important factor that affects the safety practices of individuals. It is important to determine the level of safety priority of consumers and see the relevance of this factor with their safety practices in the motor vehicle repair and service industry.

Methodology

This research is a cross-sectional study and the data is gathered through self-administered questionnaire. The population is made up of anyone who has ever sent their vehicle to a workshop in the Klang Valley, irregardless of whether the workshop comes under the supervision of the original vehicle manufacturers or otherwise. Klang Valley is an urban area located in Selangor and Federal Territory and is the commercial hub of the country. Thus, Klang Valley is considered to be the best research location selection to represent Malaysian consumers especially from the urban area. Five cities and ten residential areas were selected through simple random sampling according to the list from Department of Statistics and Municipal Council respectively. A total of five hundred respondents, who have sent their motor vehicles to workshop in the ten selected residential areas, were selected through systematic random sampling.

The questionnaire comprises of three parts. The first part was designed to collect respondents' socio-demographic related information.

Part B is on the determinants of safety behavior which include worry to accident risk and safety priority while Part C is on the consumer safety practices in the motor vehicle repair and service industries. There are 13 statements in Part B of which 4 statements are the items to measure worry about accident risks and 9 statements are related to safety priorities. Multiple item scales were used to measure each variable in this study. A seven-point Likert type scale ranging from 1 (strongly disagree) to 7 (strongly agree) was used to measure each item in the questions. The items of worry were adapted from Neo Personality Inventory by Costa and Macrea (1992) and the items of safety priorities were adopted from Iversen (2004) in the study from Moen (2007) related to road traffic safety research. The coefficient alphas for reliability test ranging from 0.782 for worry variable and 0.871 for safety priorities. The items for consumer safety practices comprised of 12 items which have been self-administered. Safety practices were measured based on what the consumers are expected to do based on their responsibilities as being prescribed by the law. In Malaysia, the laws that govern this industry are the Consumer Protection Act 1999, Consumer Protection (Workshops Information Disclosure) Regulations 2002 and the Guidelines and Code of Ethics for motor vehicle repair and service industry. The scale ranges from 1 (never) to 4 (always). The coefficient alpha reliability test for this scale is 0.836. Statistical Package for Social Science (SPSS) was used to analyze data in this study. Descriptive analyses and multiple regression analysis

were utilized to determine the predictive factors of consumer safety behavior in the motor vehicle repair and service industry.

Findings

Background of respondents

A total of 500 respondents participated in this study and the proportion of female respondents were more (60%) than that of the male (40%). This is to gauge the perceptions of female drivers since according to a research in Australia, women drivers would face more problems in dealing with a workshop since they were assumed to have lack of technical knowledge compared to male drivers (Ministerial Council on Consumer Affairs, 1999). About 19.8% of the respondents were those under the age of 28 and this group of respondents can represent the safety practices of young drivers in the countries. The rest were in the age of 29-44 (72.8%) and above 45 years (2.8 %). In terms of income, 34.2% of the respondents had a household income of less than MYR1000 which was considered as low income group whereas the total number of respondents is 171 and only 15.2% of the respondents have a monthly income more than MYR3000. Regarding the level of education, a total of 33.6% of the respondents were primary level, 32.2% were secondary level and 33.2% were high level. Most of the respondents were single (68.2%) while the rest were married with children (31.8%). The background of the respondents is presented in Table 1.

Table 1: Background of the respondents

Socio-demographic characteristics	N=500	%
Gender		
Male	200	40
Female	300	60
Age (Year)		
Below 28	99	19.8
29-44	364	72.8
45 and above	14	2.8
Level of education		
Primary	168	33.6
Secondary	161	32.2
High	166	33.2
Marital status		
Marriage	152	30.4
Single	341	68.2
Others	4	0.8
Total monthly income		
Below RM1000	171	34.2
RM1001-RM2000	141	28.2
RM2001-RM3000	87	17.4
More than RM3000	76	15.2

Worry about accident risks

Table 2 shows the mean score and standard deviation for the four statements related to worry about accident risk. The results of this study show that all the four statements revealed almost the same average score of about 5.0 out of 7.00 scale. The statement “I am worried when thinking about road accidents” recorded the highest average score of 5.98, while the lowest average score is the statement “Reports related to road accidents will affect the choice of workshop that I select” which scored 5.24. This indicates that the respondents prone to feeling worried about their choice of workshop may lead to accidents since the mean score is above the average score of 4.0.

This finding is very similar to the study by Miles, Brennam, Kuznesof, Ness and Ritson (2004) who also found that on average, the respondents indicated that they were very anxious about issues related to the safety of products and services.

Table 2: Worry about accident risk

	Statement	Mean	SD
1	I am worried when thinking about road accidents	5.98	1.449
2	When there are a lot of road accidents reported, I became worried.	5.86	1.436
3	Reports related to road accidents will affect the choice of workshop that I select	5.24	1.674
4	I am worried about accident if I choose unsafe parts for my vehicle.	5.65	1.580
	Total mean	5.68	

Safety priority

There are nine statements on safety priorities variable. Results show that the highest mean score was for the item “The choice of the workshops that provide safe services is important to me,” with a score of 5.95. The lowest mean score (m=5.09) was recorded for the item “I am not willing to take risk by using parts that are not safe”. There was not a single item showing mean score below 4.0 and this shows that the level of safety priorities was high with the total mean score for this variable at 5.69.

This finding demonstrates that most respondents intend to give emphasis on the importance of safety before making any decisions regarding the choice of workshop and before undertaking any repair works. The results of this study support previous studies such as Moen (2007) who found that most respondents had a high level of safety priorities while driving with a mean score of 5.25. It also shows that the respondents viewed safety issue as important and this will make them more safety conscious. Table 3 shows the mean score and standard deviation for the statements related to safety priorities.

Table 3: Safety priority

	Statement	Mean	SD
1	When choosing the workshop, I will consider safety factor more than any other factor.	5.68	1.496
2	I am not willing to take risk by using parts that are not safe.	5.09	2.074
3	It is my responsibility to speak up if I find any act of the workshop can cause harm.	5.92	1.458
4	If I find that the workshop doing something dangerous, I would not send my vehicle there.	5.85	1.686
5	I will rebuke if the workshop violate regulations and laws related to safety.	5.47	1.560
6	I will abide by the rules and laws related to safety when dealing with the workshop.	5.83	1.365
7	It is important to emphasize on safety factor when dealing with the workshop.	5.83	1.374
8	I understand the rules and laws related to safety when dealing with the workshop.	5.65	1.360
9	The choice of the workshops that provide safe services is important to me.	5.95	1.381
	Total mean	5.69	

Consumer safety practices in the motor vehicle repair and services

Table 4 shows the mean value for each statement that represents safety practices of the respondents. The items were measured according to four range scales which were 1=never to 4=always. The findings showed that the highest mean value was 3.38 and standard deviation was 0.845 for the statement “I check the rendered works to ensure that it has been carried out as agreed.” This result can imply that the respondents were very alert and concern to make sure that the maintenance work of their vehicles by the workshops corresponds to what they have agreed prior to the work done. The lowest mean value was 2.45 for the statement “I choose workshop offering for the expensive prices because I am very convinced with the services provided”. Since the mean score for this item is only

slightly higher than the average score of 2.0, this can imply that price was not so important to convince the consumers to get good quality of work. Another implication was that the consumers were not willing to pay expensive charges to get a better quality of work. In addition, the high score for the statement “I search for the information first before agreeing to any repair work” can imply that respondents took efforts to search for information first about the maintenance work. This shows that the consumers were responsible and took good initiative to understand the process so that they will not be easily misled by the workshop. This is consistent with the item “I ask others about the workshop that I want to visit” which obtained the fourth highest score, which can indicate that the respondents have a good practice in searching for information.

Table 4: The safety practices in the motor vehicle repair services

No	Statement	Mean	Standard deviation
1	I send my vehicle only to the workshop that I can trust.	3.34	.855
2	I buy an original car parts only.	3.19	.879
3	I do not make modification if I do not know its safety.	3.09	1.079
4	I ask others about the workshop that I want to visit.	3.34	.837
5	I search for the information first before agreeing to any repair work.	3.37	.831
6	I choose workshop offering for the expensive prices because I am very convinced with the services provided.	2.45	1.095
7	I send my vehicle to the same workshop every time because I trust them.	3.34	.855
8	I am looking for information on vehicle maintenance before doing any repair work.	3.16	.867
9	I check the rendered works to ensure it has been carried out as agreed.	3.38	.845
10	I make sure I get back the old parts after replacement.	2.99	.969
11	I ask about the repair work to the workshop after the work done.	3.15	.890
12	I send my vehicle for maintenance services according to the schedule.	3.19	.851
Total mean		3.16	

Determinants of consumer safety practices in the motor vehicle repair and services

Table 5 shows the result of stepwise regression analysis in order to determine whether the factors of demographic background (gender and education level), worry about accident risk and safety priorities are determinants of consumer safety practices in the motor vehicle repair

and service industry among consumers. Results of the analysis show that the safety priorities can explain 32.2% variance in safety practices of consumers. It can be concluded that safety priorities are the strongest predictive factor of consumer safety practices. This finding is consistent with several previous studies that correlate safety priorities with individuals’ practices to safeguard themselves from risks. For example, the study by Rundmo and Hale

(2003) found that safety priorities was an important factor for workers to take any safety measures to reduce any accident risk at the workplace. Similarly, the study by Moen (2007) also found that safety priorities have a strong relationship with the consumers' intentions as well

as behavior to do something positive to guarantee their personal safety. In addition, Moen and Rundmo (2005) also found in their study that safety priorities are closely linked with the consumers' safety practices leading to the prevention of risks from dangerous and unsafe threats.

Table 5: Result of Multiple Regressions

Model	R	R square	Adjusted R Square	Df	F	Sig
1	.568	.322	.321	1(Regression) 449(Residual)	213.338	0.000**

Note: ** significant $p \leq 0.01$

- a. Predictors: (*Constant*) : Safety priorities
- b. Dependent Variable : Safety practices

Table 6 show the result of regression analysis which the variable of worry was found not to be included in the model of safety practices. The findings show that worry about accident risk is not a predictive factor of safety practices. It is not consistent with previous studies such as the study by Sjoberg (2006) in which he found that worry is an important factor in determining safety practices.

This is due to the fact that individuals who are worried about certain risks are likely to fear of something negative, causing them to reduce the risk. While, Bouyer et al., (2001) also stated that worry is one of the individual personality traits associated with the perception of risk and this feeling will make them more safety conscious to reduce any risk.

Table 6: Exclude Variable

Variable	Beta in	t	Sig
Worry	125.	1.907	0.57

Similarly, the demographic background of gender and education level are also excluded in the model because the result in Pearson correlation analysis shows that these factors were not significant. Since both data were categorical, the data had been dummied first for the purpose

of analysis. However, these factors were not included in the regression analysis and indicated that both demographic background were not the factors that determine consumers' safety practices.

This result shows different outcome compared to the past literature such as a study by Dosman, Adamowicz and Hruddy (2001) which found that gender is a predictor in safety practices. They found that women were more likely to worry about issues related to food safety and more conscious about their practices compared to men. While the study by Frewer, Howard, Hedderley and Shepherd (1997), Siegrist (1998) and Kirk, Greenwood, Cade and Pearman (2002) found that women were more willing to protect themselves from the risk of taking dangerous food compared to men. For the education level aspect, a study by Shinar, Schechtman and Compton (2001) found that different levels of education background have influenced road safety practices, particularly in the use of seat belts as a safety measure. Studies show that the higher the education level, the better the safety practices. However, in the motor vehicle repair and service industry, both education background and gender were found not to be the determinants for safety practices among consumers.

Conclusion and Implication

This study seeks to predict the determining factors that influence safety practices among consumers who send their vehicles for services and maintenance at workshops. This study focuses on three factors only, which are demographic background of gender and education level, worry about accident risk and safety priorities. The descriptive analysis shows that the respondents have high level of safety priorities and anxiety (worry) while the safety practices also show positive practices. Since the law in Malaysia is quite comprehensive in protecting consumers, it is important to determine the measures to increase consumers' safety practices

especially related to safety issues. Among the measures that should be taken is to inculcate awareness so that consumers are empowered to protect themselves and subsequently enhance their safety. Thus, it is important to identify the factors that can increase consumers' safety practices. The finding of inferential statistic indicates that safety priority is an important factor to determine safety practices among consumers. It is necessary to establish an effective alternative in fostering safety priority among consumers through formal education such as at driving schools. Candidates joining driving classes should be given information about the maintenance and services which include the use of genuine spare parts and the risks of wrongful modification. The emphasis on the syllabus should be on safety priority so that the drivers should be more safety conscious. The government can also establish more comprehensive programmes in partnership with consumer associations such as community programmes or seminars which involve all consumers irrespective of their differences in gender and education level. For example, a car maintenance safety campaign may ensure that safety level among individuals is cultivated among consumers to avoid any problems such as the use of unsafe spare parts as well as unsafe modification to the vehicles.

Consumer movements can also contribute to programs for consumers in either a small or large scale to share information and knowledge regarding safety in motor vehicle maintenance at workshops; and create consumer groups who are concerned with safety practices. Such programmes can be run in schools, institutions of higher learning, as well as any non-governmental bodies or associations. Among the contents that can be implemented are talks and

lectures where the goal is to promote consumers to be better prepared to form high safety priorities in safety practices. Therefore, it is expected that the programmes be applied to all consumers regardless of their gender and level of education.

The findings of this study may also provide guidance and exposure to consumers. This is because predictive factor such as safety priority has been identified as a factor that contributes to consumers' safety practices. Therefore, it is necessary to establish a more effective alternative in fostering safety priorities in the consumers through either through formal or informal education. The government can establish more comprehensive programmes such as campaigns and seminars to ensure that the safety priorities can be cultivated in relation to aspects of safety in the motor vehicle repair and service industries. These programmes are also expected to enable consumers to give more emphasis to safety before choosing workshops to repair their vehicles. The study also found that worry factor does not contribute to safety practices. Thus, any campaign and program should focus on not to create worry among consumers but more towards safety priorities. Therefore, the inputs of the campaigns should be revised accordingly. Similarly, since demographic factors of gender and education background were found to have no correlation in safety practices, the need to foster a culture of safety should be given equal opportunities regardless of demographic differences. For example, the government could implement a program such as safety awareness campaigns involving all communities irregardless of gender and education background. This program should be open to both workshop workers and consumers. The implementation of such programmes should also be coordinated at all levels,

from high level to the school level. The outcome of this study is expected to give information to consumers so that they will be more safety conscious especially when dealing with workshops.

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